

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 6a

ACTION ITEM

Date of Meeting December 4, 2012

DATE: November 28, 2012

TO: Tay Yoshitani, Chief Executive Officer

FROM: Tom Barnard, Commission Staff Research and Policy Analyst
Geri Poor, Regional Transportation Manager
Holly Decker, Century Agenda Liaison

SUBJECT: Proposed Motion approving the Century Agenda

ACTION REQUESTED:

Request the Port of Seattle Commission to adopt a motion approving the Century Agenda.

SYNOPSIS:

For more than 100 years, the Port of Seattle has generated jobs and growth for King County by advancing trade and commerce, promoting industrial growth, and stimulating economic development. As we turned from the past and looked to next century, the Port of Seattle Commission created a “Century Agenda” —a comprehensive vision that focuses on the Port’s next quarter-century. The Century Agenda refreshes the Port’s Strategies and Objectives in a way that builds upon the accomplishments of the Port’s first century and provides a visionary look at the emerging challenges and opportunities of the 21st century.

The Century Agenda motion contains the following for Commission approval:

- A revised Port of Seattle Mission statement
- New Vision and Commitment statements
- Minor revisions to the preliminarily approved Century Agenda Strategies and Objectives, previously called “Goals.”
- Regional Initiatives that provide opportunities for regional coalitions to collaborate and leverage a shared agenda

BACKGROUND:

In 2008, CEO Tay Yoshitani and the Port of Seattle Commission concluded that it was appropriate to review the previous strategic direction of the Port of Seattle. The Port began this review by engaging the broader community in a series of Expert Panels to shape how the Port could serve the public

COMMISSION AGENDA

T. Yoshitani, Chief Executive Officer

November 28, 2012

Page 2 of 4

interest in the next 25 years. Using the opportunity to revitalize strategic direction, the Expert Panels were designed to address recurring topic of conflict or tension. The Port convened panels in four topic areas: Green Port Strategy, Real Estate and Land Use, Social Responsibility, and Funding Strategy. Each panel was led by a Port Commissioner and a senior Port executive, and included subject matter experts and regional leaders in each panel subject area.

During four months of meetings, these panels developed recommendations that the Port adopted as Guiding Principles for the Century Agenda, a tool to navigate future decisions that carry with them tradeoffs and/or compromise. That first stage of the Century Agenda's work was completed in August 2009, with Commission adoption of the report "Century Agenda: Expert Panels' Recommended Guiding Principles." These are available on the Port's website.

After conferring with Port staff extensively in 2010 on January 4th, 2011 the Commission approved a motion to form the Century Agenda Committee to guide the Port's long-range planning, led by Commissioners Tom Albro and John Creighton. Throughout 2011, the Committee convened a monthly series of nine roundtables to discuss in public session strategic issues related to the Port's mission. These lively discussions were streamed live over the internet, recorded and aired on television, and the videos are available on the Port's website. Topics and key discussion issues included the following:

- Media Roundtable
- Fostering Economic Growth
- Moving Cargo
- Moving People
- Attracting next Generation Industries
- Achieving Our Environmental Goals
- Achieving Our Community Values
- Putting Real Estate to Work
- Funding Our Strategic Goals

These nine panels informed the development of the preliminary Century Agenda and in January 2012, the Commission adopted the Century Agenda Preliminary Strategic Goals, known now as Strategies and Objectives, along with a proposed Mission and Commitment. On February 14th, 2012, partners and stakeholders attended a kick-off breakfast hosted by the five Commissioners to introduce the preliminary Mission, Commitment and Coals, and presented a video and folio describing the Port's proposed Century Agenda. The Commissioners went on to make presentations to more than 60 groups to discuss the preliminary Century Agenda. Through this monumental public outreach effort in the Spring and Summer, more than 1000 people heard, discussed and affirmed the preliminary work.

Over the course of Summer and Fall 2012, Port staff identified and outlined in their business plans the action steps to advance progress toward achieving the Century Agenda Vision, Strategies and Objectives. These actions highlight the Port's individual business lines' contributions to the Century

COMMISSION AGENDA

T. Yoshitani, Chief Executive Officer

November 28, 2012

Page 3 of 4

Agenda effort while developing and maintaining focus on their core businesses. These actions are included and approved in the 2013 budget.

Meanwhile, the Commissioners recognized the importance of a collaborative process; working collectively with our partners in businesses, workforce organizations, labor unions, educational institutions, government and leaders in the community. To help build market demand, the Century Agenda strategizes innovative and meaningful ways for the region to work together to grow the economy. The Commission identifies four Regional Initiatives and proposes to partners and stakeholders that these Initiatives form the focus to leverage the region's collective impact, and realize the promises of the Century Agenda for the Pacific Northwest.

In fall of 2012, the Regional Initiatives were highlighted at the annual Regional Leadership Conference of the Seattle Metropolitan Chamber. Commissioners presented these Regional Initiatives as an opportunity to work in partnership with business and the community. In the aftermath of the conference, work has already begun on maritime/industrial workforce development, a first step in meeting current and future demand for employers and manufacturers and transforming the Northwest maritime/industrial cluster into a powerful magnet.

OTHER DOCUMENTS ASSOCIATED WITH THIS REQUEST:

- Century Agenda Commission Motion
- Century Agenda PowerPoint

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS:

- On November 12, 2012, the Port of Seattle Commission authorized a budget increase of \$85,000 to meet the added costs of the Century Agenda work extending to year end 2012 for a total budget of \$310,000.
- The Commission discussed the Century Agenda in public retreats on November 22, 2011, and on June 4, July 31, August 14, and September 20, 2012.
- On August 14, 2012, the Commission was briefed on the Century Agenda Milestones and 2013 Business and Capital Plans.
- On May 8, 2012, the Commission was briefed on the Century Agenda: Public Engagement Report.
- On March 13, 2012, the Commission received the Century Agenda: Briefing on Public Engagement and 2012 Plan Development.
- On February 14, 2012, the Commission introduced the Century Agenda at a Business and Community Leaders Breakfast, initiating the public engagement opportunities to gather feedback on the strategic goals.

COMMISSION AGENDA

T. Yoshitani, Chief Executive Officer

November 28, 2012

Page 4 of 4

- On January 10, 2012, the Commission discussed and approved the Century Agenda Preliminary Strategic Goals.
- On October 4, 2011, the Port of Seattle Commission authorized a budget increase of \$80,000 to meet the added costs of the Century Agenda work extending into 2012 for a total budget of \$225,000, amended the preliminary environmental goals, and was briefed on the “Achieving Our Community Values” panel.
- The Port of Seattle Commission received monthly briefings in 2011 on Century Agenda Committee progress on March 8, April 5, May 3, June 7, July 12, August 2, September 12, October 4, October 25, November 1, and November 22.
- On March 8, 2011, the Port of Seattle Commission authorized for up to \$145,000 to meet the costs of the Century Agenda.
- On January 4, 2011 the Port of Seattle Commission approved a motion to form a temporary Century Agenda Committee to further the work of the Century Agenda, with Commissioner and Commissioner Creighton as Co-Chairs.
- On August 4, 2009 the Port of Seattle Commission adopted the Century Agenda Guiding Principles developed from the four Expert Panels: Green Port Strategy, Real Estate and Land Use, Social Responsibility and Funding Strategy.
- On July 24, 2008, the Port of Seattle Commission held an Introductory Meeting of the Century Agenda with Commissioners Creighton, Davis, Hara, and Tarleton, Century Agenda Panelists and Port support staff.
- On June 12, 2008 the Port of Seattle Commission held a meeting to discuss the development of the Port's Century Agenda.
- On May 6, 2008, the Port of Seattle Commission was given a Century Agenda Strategic Planning Update that covered the upcoming Expert Panels discussion.